

WHAT IS CLAIMED IS:

- 1 1. A method comprising:
 - 2 a) accepting ad spot availability information from a first party;
 - 3 b) multicasting ad spot requests for offers using the accepted ad spot availability information to at least two second parties;
 - 4 c) receiving offers;
 - 5 d) determining at least one winning ad using the offers;
 - 6 e) providing information concerning at least one of the at least one winning ad to the first party.
- 1 2. The method of claim 1 further comprising:
 - 2 f) recording first party payment information.
- 1 3. The method of claim 2 wherein the first party is a Website owner
- 1 4. The method of claim 2 further comprising:
 - 2 g) paying the first party using the first party payment information.
- 1 5. The method of claim 2 further comprising:
 - 2 g) paying the first party using the first party payment information and a previously agreed upon guarantee.
- 1 6. The method of claim 2 further comprising:
 - 2 g) paying the first party using the first party payment information and a previously agreed upon guarantee, wherein the previously agreed upon guarantee includes a profit percentage.
- 1 7. The method of claim 1 further comprising:
 - 2 f) recording second party billing information.

- 1 8. The method of claim 1 wherein the act of multicasting ad spot requests for offers includes sending an ad spot request for offer to at least two of (i) a first ad network, (ii) a second ad network, (iii) a first ad agency, and (iv) a second ad agency.
- 1 9. The method of claim 1 wherein the ad spot availability information includes offer rules.
- 1 10. The method of claim 9 wherein at least some of the ad spot requests for offers include at least some of the offer rules.
- 1 11. The method of claim 9 wherein the ad spot requests for offers include none of the offer rules.
- 1 12. The method of claim 9 wherein the act of determining at least one winning ad enforces strict offer rule compliance.
- 1 13. The method of claim 9 wherein the act of determining at least one winning ad converts an offer that is not in compliance with an offer rule to an offer that is compliant with the offer rule.
- 1 14. The method of claim 13 wherein the act of converting uses estimated ad performance information.
- 1 15. The method of claim 13 wherein the act of converting uses estimated ad selection rate information.
- 1 16. The method of claim 13 wherein the act of converting uses estimated ad conversion rate information.
- 1 17. A method comprising:

- a) sending ad spot availability information to a proxy representing at least two of (i) a first ad network, (ii) a second ad network, (iii) a first ad agency, and (iv) a second ad agency;
 - b) receiving information concerning at least one ad corresponding to the ad spot availability information;
 - c) serving that at least one ad on the ad spot; and
 - d) receiving payment.

1 18. The method of claim 17 wherein the payment is determined using a previously
2 agreed upon guarantee from the proxy.

1 19. The method of claim 17 wherein the previously agreed upon guarantee includes a
2 profit percentage.

1 20. The method of claim 17 wherein the ad spot availability information includes offer
2 rules.

1 21. A method comprising:

- a) accepting ad availability information from an advertiser;
 - b) multicasting requests for offers using the accepted ad availability information to at least two content owners;
 - c) receiving offers;
 - d) determining at least one winning ad spot using the offers;
 - e) providing information concerning at least one of the at least one winning ad spot to the advertiser.

1 22. The method of claim 21 further comprising:

2 f) recording advertiser billing information.

1 23. The method of claim 22 further comprising:

2 g) billing the advertiser using the advertiser billing information.

1 24. The method of claim 22 further comprising:
2 g) billing the advertiser using the advertiser billing information and a previously
3 agreed upon guarantee.

1 25. The method of claim 22 further comprising:
2 g) billing the advertiser using the advertiser billing information and a previously
3 agreed upon guarantee, wherein the previously agreed upon guarantee includes
4 a cost percentage.

1 26. The method of claim 21 wherein the ad availability information includes offer rules.

1 27. The method of claim 26 wherein at least some of the requests for offers include at
2 least some of the offer rules.

1 28. The method of claim 26 wherein the requests for offers include none of the offer
2 rules.

1 29. The method of claim 26 wherein the act of determining at least one winning ad spot
2 enforces strict offer rule compliance.

1 30. The method of claim 26 wherein the act of determining at least one winning ad spot
2 converts an offer that is not in compliance with an offer rule to an offer that is compliant
3 with the offer rule.

1 31. The method of claim 30 wherein the act of converting uses estimated ad
2 performance information.

1 32. The method of claim 30 wherein the act of converting uses estimated ad selection
2 rate information.

1 33. The method of claim 30 wherein the act of converting uses estimated ad conversion
2 rate information.

1 34. Apparatus comprising:

- 2 a) means for accepting ad spot availability information from a first party;
- 3 b) means for multicasting ad spot requests for offers using the accepted ad spot
availability information to at least two second parties;
- 5 c) means for receiving offers;
- 6 d) means for determining at least one winning ad using the offers;
- 7 e) means for providing information concerning at least one of the at least one
winning ad to the first party.

1 35. The apparatus of claim 34 further comprising:

- 2 f) means for recording first party payment information.

1 36. The apparatus of claim 35 wherein the first party is a Website owner

1 37. The apparatus of claim 35 further comprising:

- 2 g) means for paying the first party using the first party payment information.

1 38. The apparatus of claim 35 further comprising:

- 2 g) means for paying the first party using the first party payment information and
3 a previously agreed upon guarantee.

1 39. The apparatus of claim 35 further comprising:

- 2 g) means for paying the first party using the first party payment information and
3 a previously agreed upon guarantee, wherein the previously agreed upon
4 guarantee includes a profit percentage.

1 40. The apparatus of claim 34 further comprising:

- 2 f) means for recording second party billing information.

- 1 41. The apparatus of claim 34 wherein the means for multicasting ad spot requests for
- 2 offers include means for sending an ad spot request for offer to at least two of (i) a first
- 3 ad network, (ii) a second ad network, (iii) a first ad agency, and (iv) a second ad agency.

- 1 42. The apparatus of claim 34 wherein the ad spot availability information includes offer
- 2 rules.

- 1 43. The apparatus of claim 42 wherein at least some of the ad spot requests for offers
- 2 include at least some of the offer rules.

- 1 44. The apparatus of claim 42 wherein the ad spot requests for offers include none of
- 2 the offer rules.

- 1 45. The apparatus of claim 42 wherein the means for determining at least one winning
- 2 ad enforce strict offer rule compliance.

- 1 46. The apparatus of claim 42 wherein the means for determining at least one winning
- 2 ad include means for converting an offer that is not in compliance with an offer rule to
- 3 an offer that is compliant with the offer rule.

- 1 47. The apparatus of claim 46 wherein the means for converting use estimated ad
- 2 performance information.

- 1 48. The apparatus of claim 46 wherein the means for converting use estimated ad
- 2 selection rate information.

- 1 49. The apparatus of claim 46 wherein the means for converting use estimated ad
- 2 conversion rate information.

- 1 50. Apparatus comprising:

- 2 a) means for sending ad spot availability information to a proxy representing at
3 least two of (i) a first ad network, (ii) a second ad network, (iii) a first ad agency,
4 and (iv) a second ad agency;
- 5 b) means for receiving information concerning at least one ad corresponding to
6 the ad spot availability information;
- 7 c) means for serving that at least one ad on the ad spot; and
- 8 d) means for receiving payment.

1 51. The apparatus of claim 50 wherein the payment is determined using a previously
2 agreed upon guarantee from the proxy.

1 52. The apparatus of claim 50 wherein the previously agreed upon guarantee includes
2 a profit percentage.

1 53. The apparatus of claim 50 wherein the ad spot availability information includes offer
2 rules.

1 54. Apparatus comprising:

- 2 a) means for accepting ad availability information from an advertiser;
- 3 b) means for multicasting requests for offers using the accepted ad availability
4 information to at least two content owners;
- 5 c) means for receiving offers;
- 6 d) means for determining at least one winning ad spot using the offers;
- 7 e) means for providing information concerning at least one of the at least one
8 winning ad spot to the advertiser.

1 55. The apparatus of claim 54 further comprising:

2 f) means for recording advertiser billing information.

1 56. The apparatus of claim 55 further comprising:

2 g) means for billing the advertiser using the advertiser billing information.

1 57. The apparatus of claim 55 further comprising:
2 g) means for billing the advertiser using the advertiser billing information and a
3 previously agreed upon guarantee.

1 58. The apparatus of claim 55 further comprising:
2 g) means for billing the advertiser using the advertiser billing information and a
3 previously agreed upon guarantee, wherein the previously agreed upon
4 guarantee includes a cost percentage.

1 59. The apparatus of claim 54 wherein the ad availability information includes offer
2 rules.

1 60. The apparatus of claim 59 wherein at least some of the requests for offers include
2 at least some of the offer rules.

1 61. The apparatus of claim 59 wherein the requests for offers include none of the offer
2 rules.

1 62. The apparatus of claim 59 wherein the means for determining at least one winning
2 ad spot enforce strict offer rule compliance.

1 63. The apparatus of claim 59 wherein the means for determining at least one winning
2 ad spot convert an offer that is not in compliance with an offer rule to an offer that is
3 compliant with the offer rule.

1 64. The apparatus of claim 63 wherein the means for converting use estimated ad
2 performance information.

1 65. The apparatus of claim 63 wherein the means for converting use estimated ad
2 selection rate information.

- 1 66. The apparatus of claim 63 wherein the means for converting use estimated ad
- 2 conversion rate information.